

Hammacher Schlemmer

Offering the Best, the Only and the Unexpected

A TIMELINE: A HAMMACHER SCHLEMMER HISTORY

Back in 1848, when the great rush for gold in California began, when baseball was first played on a diamond, when most of the Western states as well as Alaska were foreign soil, Hammacher Schlemmer was founded at 221 Bowery in lower Manhattan. Hammacher Schlemmer's history has all the makings of an old-fashioned American success story. Here is a chronological look at the company's growth:

- 1848: William Tollner opens a small, all hardware business at 221 Bowery.
- 1853: Tollner's nephew, William Schlemmer, a young lad of 12, arrives from Germany and sells tools on the sidewalk in front of his uncle's hardware store.
- 1859: After investing \$5,000 in Tollner's business, Alfred Hammacher became part owner. The name was changed to Tollner and Hammacher and the store moved to 209 Browery.
- 1867: William Schlemmer slowly purchased his uncle's shares in the firm until he died. Schlemmer changed the name to Hammacher and Company.
- 1878: Bell Telephone Company of New York produced its first directory with 271 subscribers, including Hammacher and Company.
- 1881: Hammacher and Company puts out the first catalogue highlighting the company's products.
- 1883: The business takes the name of Hammacher Schlemmer and Company.
- 1889: Hammacher Schlemmer began selling automotive parts and automotive tools when there were only 600 cars in New York.
- 1900: Hammacher Schlemmer has the largest inventory of tools and hardware in the east to this date.
- 1920: An advertising campaign featuring whimsical gnomes carrying tools became trade symbols of Hammacher Schlemmer.
- 1926: The firm moved to its present location, a twelve story building at 147 East 57th St.
- 1931: Hammacher Schlemmer mailed out its first housewares catalogue.
- 1935: Hammacher Schlemmer hired the store's first female salesperson.

Page Two -- Timeline

- 1953: Elsie Schlemmer, widow of William F. Schlemmer sold the company to group of investors.
- 1955: Hammacher Schlemmer discontinued its hardware department and focused on luxury items.
- 1959: Dominic Tampone became president after having worked his way up from position of stock boy.
- 1961: Hammacher Schlemmer offered a regulation size bowling alley for \$4,300; \$8,000 for two lanes.
- 1962: Hammacher Schlemmer expanded Invento Products Corporation, its wholesale division.
- 1964: Hammacher Schlemmer sold 24 used London taxi cabs at \$1,895 each.
- 1975: Gulf & Western purchased Hammacher Schlemmer.
- 1978: Hammacher Schlemmer produced and mailed seven catalogues during the year. More than half its customers used catalogues to order by mail.
- 1980: J. Roderick MacArthur purchased Hammacher Schlemmer from Gulf & Western.
- 1984: Hammacher Schlemmer opens its first Chicago store at 618 N. Michigan Ave.
- 1986: Hammacher Schlemmer opens its first west coast store at 309 N. Rodeo Drive in Beverly Hills, California.
- 1988: Hammacher Schlemmer celebrates its 140th Anniversary. The company mails 10 catalogues that year to more than two million customers.
- 1994: Hammacher Schlemmer sponsors the first annual Search For Invention Contest, which invites inventors to submit products, not yet brought to market for consideration by a judging panel. Each year, the grand prize winner receives \$5,000 and possible opportunity to appear in the Hammacher Schlemmer catalogue.
- 1997: Hammacher Schlemmer launches its own web site. This is 10 years after it first entered the internet as a place to shop on America On Line.
- 1998: Hammacher Schlemmer celebrates its 150th Anniversary. Between its catalogues, retail stores, and web site, the company now reaches millions of Americans.

###

Hammacher Schlemmer

Offering the Best, the Only and the Unexpected

HAMMACHER SCHLEMMER FACTS

Established:	New York City, 1848
Corporate Headquarters:	303 West Erie St., Chicago, Illinois 60610
HAMMACHER SCHLEMMER:	Is the oldest, continuously published catalogue in the United States, and is one of the oldest retailers in America. Catalogues are published monthly, with annual circulation exceeding 30 million.
Retail Locations:	New York, Chicago, and Beverly Hills.
Marketplace Positioning:	Hammacher Schlemmer is an established retailer and cataloger specializing in high-quality, innovative and unique products for today's discerning customer.
Product Line:	Hammacher Schlemmer specializes in unique products within the following product categories: electronics, leisure and recreation, travel, home office, automotive, kitchen, garden, patio and pool, children's toys, memorabilia, furniture, decorative accessories, and apparel.
Our Customer:	The Hammacher Schlemmer is a well informed knowledgeable consumer that recognizes quality and value.
Hammacher Schlemmer Institute:	Created in 1983, the Hammacher Schlemmer Institute is an associated, but independent organization that evaluates and tests functionality, durability and overall quality in our product line. The Institute is the final arbiter of the Ultimate Hammacher Schlemmer endorsement -- The Best rating, which means that in side-by-side comparison testing, the winning product performed the best against all other comparable products available within the marketplace.

Add One -- Hammacher Schlemmer Facts

The Internet:

Hammacher Schlemmer is a pioneer in the online industry. They were one of the first retailers online with CompuyServe in 1988. The company currently has its own web site on the internet at <http://hammacher.com> and America Online (keyword: Hammacher).

Product Firsts:

Hammacher Schlemmer is the nation's oldest retailer of innovative consumer products. Since 1848, Hammacher Schlemmer has introduced such products as the microwave oven, electric shaver, portable radio, The Waring blender, The Toastmaster pop-up toaster, Mr. Coffee machine, Cuisinart food processor and the Flat Panel Television.

Customer Service:

Unconditional guarantee for the normal life of a product under standard use.

Technical Assistance Operators:

Are available to answer any questions or provide additional information about merchandise. Both areas can be contacted toll-free during business hours. Batteries are included with every product that requires them.

###